

CALLER CLASSIFIED ADVERTISING

A "CLEARING HOUSE" FOR SOUTH TEXAS

RATES:

1c Per Word

the first issue,

1-2c thereafter

DISPLAY ADVERTISING

Open rate per inch, per column

size, \$25.

Same Sunday.

Standing display advertisements:

Open rate per inch per month, \$8.00.

Reading Notices.

Five reading matter each insertion

size, \$25.

Locals per line, each insertion, 12c.

Contracts for large amounts of advertising space on application at this office.